



Aesculapius Award Judges credentialing/selection criteria

- Credentialing criteria refer to the qualifications and experiences of individuals who apply to be judges. The Institute assesses applications based on criteria.
- Selection criteria refer to guidelines for forming panels of judges (from among credentialed judges) to evaluate Award entries.
- Separate panels are established to evaluate entries for each category of Award. Multiple panels may be established for the same category of Award if the volume of entries warrants.
- Judges who evaluate entries must complete a "Declaration of Interest" pertaining to each entry that they judge.
- For each category of Award, judges evaluate the quality of each entry, select those demonstrating excellence, and, if merited, select the year's best entry in a category to receive the Annual Award.

Credentialing criteria

Documented evidence that the applicant:

- Is actively engaged in a field and role relevant to health communications
- Has at least 5 continuous years of experience, or at least 10 years of total experience, in a field and/or a role relevant to health communications
- Has sufficient specific qualifications and experiences necessary to evaluate entries in one or more categories of Award (WWW sites and/or PSAs).
- Does not have, nor has had in the past 5 years, any event that might create the appearance of unsuitability to be a judge
- Once credentialed, professional performance as a judge (e.g., prompt and appropriate completion of judging forms) permits recredentialing.

Selection criteria

Each panel generally consists of 3-5 credentialed judges, selected, to the extent possible, to represent relevant diversity with respect to health communications, for example:

- Type of organization (e.g., media production company, health communication consulting company, government agency, consumer advocacy organization)
- Role (e.g., producer, message designer, evaluator, health professional)
- Professional background
- Region of the country.